

Message Text

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43

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 AGR-10 PA-02 PRS-01 /031 W

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R 091220Z FEB 76

FM AMEMBASSY KUWAIT

TO SECSTATE WASHDC 4672

INFO USDOC WASHDC

USIA WASHDC

UNCLAS KUWAIT 0679

DEPT PASS DAN SHEPPARD USDA/FAS

USIA FOR INA AND ICS

E.O. 11652: N/A

TAGS: BEXP, EAGR, KU

SUBJ: USDA FOOD SHOW PREPARATIONS

1. CONTRACTS FOR SUBJECT SHOW PROVIDED BY KUWAIT HILTON TO EMBASSY. ONE COPY POUCHED TO SHEPPARD, A SECOND COPY SENT THROUGH INTERNATIONAL AIR MAIL. PLEASE NOTE CHANGES OR COMMENTS AND RETURN ASAP.

2. IT APPEARS THAT WE WILL BE ABLE TO USE US MANUFACTURED FREEZERS SUPPLIED BY KUWAITI COMPANY AT NO COST OTHER THAN TRANSPORTATION TO HOTEL. EMBASSY CARPENTER MAY BE ABLE TO MAKE DISPLAY STANDS WHICH SHOULD REDUCE ORIGINAL COST ESTIMATE. EMBASSY WILL GIVE FINAL INFO ON THESE POINTS SOON.

3. HILTON HOTEL HAS COPY OF BICENTENNIAL PROGRAM PROVIDED THEM BY WP ON INTERNATIONAL. PROGRAM OUTLINES JAGNDYUETY#

OF PROMOTIONAL ACTIVITIES FOR BICENTENNIAL YEAR AND HILTON MANAGEMENT MOST ENTHUSIASTIC ABOUT WORKING WITH EMBASSY ON YEAR-LONG PROMOTIONS. FOOD SHOW COULD BE CENTERPIECE OF ONE SUCH PROMOTION. HILTON HAS OFFERED TO PAY FOR ENTERTAINMENT IF IT CAN BE SCHEDULED. USIS DIRECTOR HERE ACTIVELY INVOLVED IN ALL ASPECTS OF PROMOTING BICENTENNIAL PROGRAMS IN KUWAIT UNCLASSIFIED

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AND IS ASSISTING WITH PROMOTION OF FOOD SHOW. AMERICAN WOMAN'S

LEAGUE WILLING TO ASSIT WITH POSTERS, DECORATIONS, SPECIAL INVITATIONS, ETC., IF FOOD SHOW BUDGET CAN ACCOMMODATE SMALL AMOUNT (\$300-\$500) FOR MATERIALS. WOMAN'S LEAGUE ALSO WILLING TO SET UP BICENTENNIAL BOOTH AT FOOD SHOW AT THEIR OWN EXPENSE IF USDA PERMITS AND BALLROOM HAS SUFFICIENT SPACE. BOOTH COULD CONTAIN BOOKS, BROCHURES, OTHER INFORMATION ON US TRAVEL-OGUES AND SHORT FILMS WILL BE SHOWN IF POSSIBLE. EMBASSY FEELS BICENTENNIAL BOOTH WOULD BE GOOD ADDITION TO FOOD SHOW AND WOULD DEFINITELY ASSIST US IN PROMOTION AND IN ATTRACTING VISITORS.

4. POST NEEDS MORE INFORMATION ON FOLLOWING POINTS:

A. WILL USDA PROVIDE INVITATIONS, AND BROCHURES? B. POST NEEDS FINAL LIST OF PARTICIPATING COMPANIES TO SAMVISFY GOK REQUIREMENTS FOR EXHIBIT AND TO ALLOCATE SPACE IN GRAND BALLROOM. C. DOES USDA HAVE ANY OBJECTIONS TO IDEAS MENTIONED IN PARA 3 AND ARE THERE ANY SUGGESTIONS AS TO COSTUMES OR DECORATIONS WHICH USDA CAN OFFER? D. WE UNAWARE OF ANY PROMOTION AT OTHER POSTS IN GULF. WILL THIS BE HANDLED THROUGH WASHINGTON?

5. WE HAVE RECEIVED BOX OF EVELOPES CONTAINING REGISTRATION FORMS AND PROMOTIONAL MATERIAL FOR SOUTHERN US TRADE ASSOCIATION FOOD AND AFRICULTURAL SHOW IN NEW ORLEANS MARCH 4-7. POST ASSUMES USDA WISHES US DISTRIBUTE THESE BROCHURES. AFTER CHECKING SOME ENVELOPES IT APPEARS MANY ADDRESSES ARE INSUFFICIENT OR DO NOT RPT NOT HAVE P.O. BOX NUMBER. OTHERS ARE INCORRECT .RKPWE WILL MAKE APPROPRIATE CORRECTIONS WHERE POSSIBLE AND SEND THEM OUT ASAP.

6. IF USDA SUPPLYING INVITATIONS OR OTHER PROMOTIONAL LITERATURE FOR APRIL FOOD SHOW HERE, REQUEST ENVELOPES BE LEFT BLANK AND WE WILL SUPPLY MAILING LIST AND ADDRESSES. LIST USEBUBR FOOD SALES TEAM LAST YEAR CONTAINED MANY WRONG ADDRESSES.

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NOTE BY OC/T: #AS RECEIVED.

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